

EVER-AD RADIO

ABSTRACT

A radio includes storage and playback circuitry that  
5 interrupts and replaces a regular-programmed commercial with  
a sponsor's own advertisement or message. The sponsor  
company has the choice of using a series of different  
advertisements in place of a single advertisement that is  
repeated over and over, how long to play the advertisement,  
10 and which time periods of the day the advertisement will be  
played. The radio may or may not be equipped with an RDS  
separator.

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